FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00070989 **Type of Permit:** STILL **Release Date:** 11/04/2013

Production Company GE PROJECTS

Insured Company Name GE PROJECTS

Contact Phone No. 1 310-823-2540
Contact Phone No. 2
Fax 310-823-2748
Address 644 VENICE BLVD, SUITE A
VENICE, California 90291

Production Title JUICY LOOKBOOK

Type of Production Still Photo

Producer ERICK JUSSEN

Director N/A N/A

1st AD N/A N/A

Production Manager KATIE BROWN

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager BEAU BRIGHT
Primary Phone Mobile - 310-701-6608
Secondary Phone Office - 310-823-2540

Location Assistant KATIE BROWN
Primary Phone Mobile - 310-963-3346
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS SPECIAL FACILITY ADMINISTRATION FEE	$150.00
SANTA MONICA STILL PHOTO APPLICATION FEE	$105.06
SANTA MONICA STILL PHOTO OTHER LOCATION FEE	$210.12

Total Permit Fee $1,175.18

Number of Locations 2

NOT A PERMIT

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Summary Information — Location

Permit Number S00070989
Production Company GE PROJECTS
Insured Company GE PROJECTS
Production Title JUICY LOOKBOOK

Location Manager BEAU BRIGHT
Primary Phone Mobile - 310-701-6608
Secondary Phone Office - 310-823-2540

Location Address 1800 Ocean Front Walk, Los Angeles, CA, 90291

Location Name VENICE REC CENTER

Location Type Park

Location Description LA CITY REC & PARKS

Film Dates 11/5/2013 - 11/5/2013 07:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions *PERMITEE IS RESPONSIBLE FOR FILLING OUT ATTACHED L.A. CITY AND/OR L.A. COUNTY FIRE INSPECTION CHECKLIST PRIOR TO FILMING ACTIVITIES AT THIS LOCATION. IF FORM NOT FILLED OUT, OR IF PERMIT NOT ADHERED TO, A FIRE OFFICER MAY BE ASSIGNED.*
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached documents North Venice Parking lot map.pdf
venice rec restrictions.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Motor Homes	2
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	23

Filming Activities Exterior models against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** G6

Location Notes COMPANY MUST CONTACT PARKING MANAGEMENT DIRECTLY RE: PARKING REQUIREMENTS AND FILMING ON PARKING LOT.
NO PARKING IN HANDICAP OR ELECTRIC CHARGING SPACES.

FOR THE USE OF VENICE PIER: Companies must keep base of Venice Pier (SAND AREA) clear of all equipment and persons while filming on the pier

Approvals

LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Wendy Morales
LOS ANGELES POLICE DEPARTMENT	Mark Buck
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Denise Flores

Parking

Base Camp	VENICE BEACH (2100)	**Crew Parking**	VENICE BEACH (2100)
Location Type : Other Location	2100 Ocean Front Walk, Los Angeles, CA, 90291	Location Type : Other Location	2100 Ocean Front Walk, Los Angeles, CA, 90291

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Summary Information — Location

Permit Number	S00070989	**Location Manager**	BEAU BRIGHT
Production Company	GE PROJECTS	Primary Phone	Mobile - 310-701-6608
Insured Company	GE PROJECTS	Secondary Phone	Office - 310-823-2540
Production Title	JUICY LOOKBOOK		

Parking Notes
MPI NORTH VENICE LOT

11/05, 0700-1900

30 SPACES

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Summary Information — Location

Location 2 of 2

Permit Number S00070989
Production Company GE PROJECTS
Insured Company GE PROJECTS
Production Title JUICY LOOKBOOK

Location Manager BEAU BRIGHT
Primary Phone Mobile - 310-701-6608
Secondary Phone Office - 310-823-2540

Location Address 2600 Barnard Way, Santa Monica, CA, 90405

Location Name BEACH PARK #1 / DOROTHY GREEN PARK / LOT 5 SOUTH

Location Type Park

Film Dates 11/5/2013 - 11/5/2013 14:00 - 18:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities Exterior models against scenery;

Jurisdiction
Political: City of Santa Monica
Police: Santa Monica Police Department
Fire: Santa Monica Fire Department

Approvals

CITY OF SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
CITY OF SANTA MONICA POLICE DEPARTMENT	Mike Braaten
CITY OF SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Debbie Braley

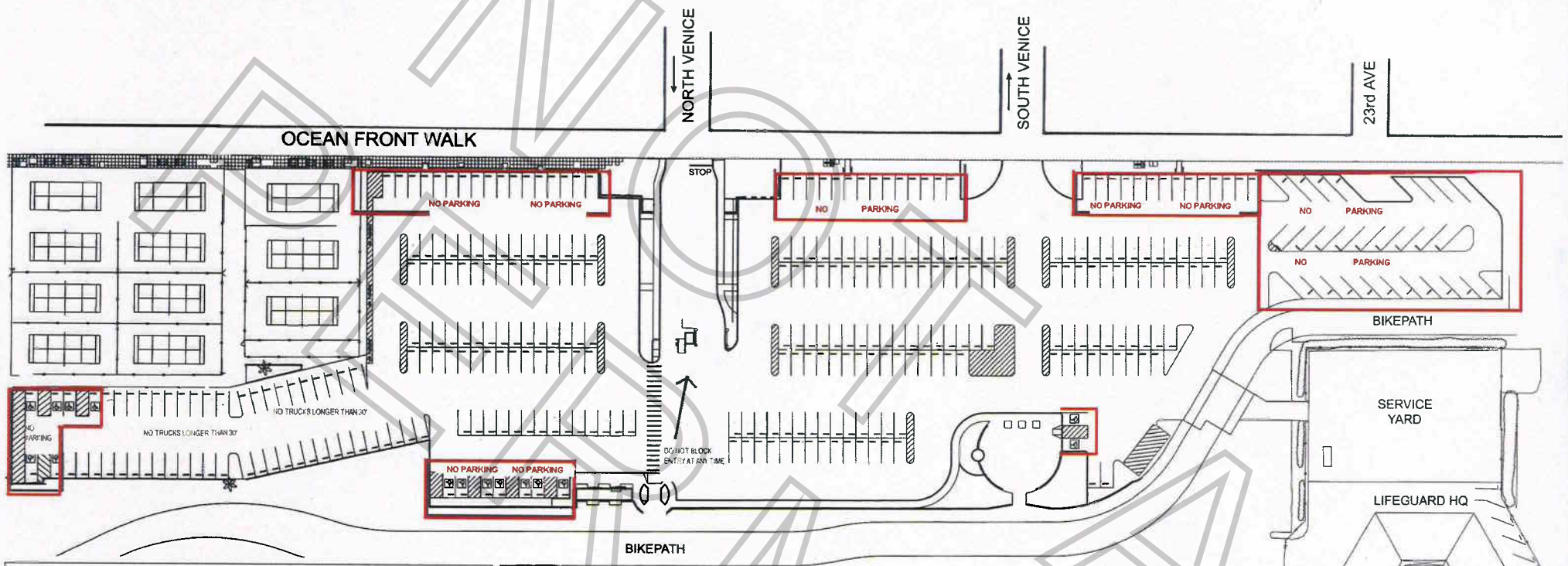
Parking

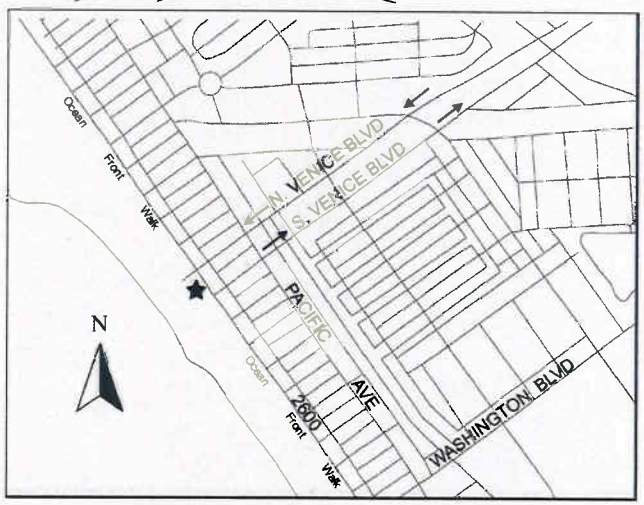
Base Camp
Location Type : Other Location
VENICE BEACH (2100)
2100 Ocean Front Walk, Los Angeles, CA, 90291

Crew Parking
Location Type : Other Location
VENICE BEACH (2100)
2100 Ocean Front Walk, Los Angeles, CA, 90291

NOT A PERMIT

VENICE CITY BEACH
VENICE BLVD PARKING LOT





Map not to scale.

REGULAR SPACES	137
DISABLED	15
TOTAL	152

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by CLS

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Permit #S0077099

PREVIEW

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

VENICE BEACH RECREATION CENTER
Special Facility

- Must adhere to restrictions given to company by Recreation Staff or Park Monitor. Recreation Staff or Park Monitor's instructions or judgment may override written guidelines.
- No vehicles/heavy equipment allowed on property. No un/loading, shuttle drop off etc, Including gators and shuttle vans, unless otherwise approved by the Recreation Director. OK to use hand carts.
- No staging of equipment or cast and crew on any grass areas.
- No on-site parking. Must arrange off-site parking.
- Must not interfere with recreation and/or maintenance activities.
- Daily maintenance activities may be scheduled.
- Public access required. No exclusive use of facility/area.
- May not block any bike paths.
- Grassy areas may be edged, mowed and watered.
- No alterations to park property unless otherwise approved by the Recreation Director.
- No base camp or craft services on-site.
- Must identify all cable boxes with cones.
- "CABLE ON FLY" in high foot traffic areas.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.

NOT A PERMIT

- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine..

S-70989
GE PROJECTS / JUICY LOOK BOOK
(VENICE RECREATION CENTER)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT